

Mission: Provide media services to inform and engage America's Defense community

**DMA**

DEFENSE MEDIA ACTIVITY

**VOICE**

DECEMBER 2017



Vision: Be the essential communication resource for America's Defense community



## Happy Holidays!

I'd like to start by telling you how much I appreciate each member of the DMA team and that I recognize we wouldn't be where we are without the contributions made by each and every one of you.

DMA thrived the past year because of your hard work, creativity and dedication. I'm grateful for all your tremendous efforts.

With the help of our awesome employees, we are really making strides in achieving our vision to be the essential communication resource for America's Defense community. We have earned a great reputation as a trusted partner to our clients. The quality of your work is reflected in the quality of our service and how satisfied our customers are. In fact, your work is always our best introduction to our customers; keep up the good work!

I know that because of the efforts of our phenomenal team, we've thrived this year, overcoming hurdles and working through changes within DMA. It's an incredible feeling to know that when I go out to clients - both existing and potential, that there's no way I can oversell the competency and commitment of the team.

I'm incredibly proud of our team. From Germany to California, Korea to Pennsylvania, I send wishes of joy and inspiration topped with gratitude and respect. Thank you for all your efforts and I wish you all a most joyous Christmas season with family and friends.

Thank you for all you do.

*Ray B. Shepherd*

# The Night Before Christmas

*By Sergeant Major Matthew Davio*

It was the night before Christmas, and throughout DMA, most were on leave, but some had work the next day.

The holiday parties were over, the door-judging was done. The workload was lighter, but not by a ton.

Stories were posted, with loops on AFN. Then my cell phone rings, at two-freaking-a.m. "This better be good," I growl into my phone. "Sorry," I hear, "but Christmas is boned."

"The call came in when nearby troops heard a shout, I'm at a signal tower, where the lights have burned out.

It's 10 below here, and we're all out of luck, Santa crashed into the tower, and now his sled's stuck.

"His reindeer have scattered," the CQ tells me, "but I did find Rudolph, he's the only one I can see."

"Get me down," shouts St. Nick, "I'm trapped in this wiring!" If we didn't hurry, Santa would freeze like our hiring.

"Why'd you call me?" I asked with a sigh. He's asking permission, from command groups on high. If he turns off the power, there'll be no TV for a time. No movies, no sports, no news, and no prime.

"You should call the director, or Drumheller, or the SEA. Call Chief Jones, Colonel Honchul, or anybody but me."

"I tried," he replied, his voice sounding sad. "You're the first one to answer, and St. Nick's getting mad. Sergeant major, I can see his sleigh filled with toys.

I think we should consider all the good girls and boys. Do we need local channels, when there's Netflix and Hulu?"

I answered quite angry, "You bet your eggnog we do!"

It's not about programs, or shows from hometown TV. "It's how commanders get messaging their people can see. It's a notice for all, if Korea attacks. It's countering rumors with hard truth and facts."

"There is no alternative on a ship or a boat, And there's no internet, in places remote. With all that said, turn it off, get him down. It's Christmas Eve, and Santa's needed in town."

I stayed on the line since St. Nick didn't sound merry. His mood had soured like some year-old dairy. There was more bad news we had to add to this mess. To get him back on his route, he'd have to use DTS.

He borrowed a computer from the officer of the day, and played with the system in every conceivable way. It took ten attempts before he accomplished his goal, he deemed DoD naughty, but the field always needs coal.

With a few moments to spare, Kriss Kringle went online, and reading each Service's page, he cheered up over time.

He took an Airman magazine, to read on his flight, and by the time his taxi arrived, AFN was all right.

The final loose end was that dark antenna light, that had caused all this mess, and ruined my night. Between the CQ and me, our moods were quite dour, so in the end, we had Rudolph tied to the tower.

There's two lessons here, and the first one is this: Sometimes things take a lot of effort to fix. If you understand that, then there's one lesson more, with a problem on Christmas, next time...call Captain Norr.

# Senior Leaders Discuss Future of Defensive Cyberspace Operations

*By Jay McSweeney, DMA chief information and technology officer*

"We have to spend the majority of our time supporting, operating and defending DMA's networks successfully, or DMA's mission could fail," said Mr. Jay McSweeney, chief information and technology officer for Defense Media Activity. McSweeney described DMA's defensive cyber operations during the first-ever Agency & Field Activity Senior Leader Engagement October 3rd and 4th. Commanders/directors, deputies, and/or chief information officers from more than two dozen agencies and field activities participated in the dialogue which focused on the future of defensive cyber operations. This perspective of defending DMA's networks and those of the other commands, agencies, and field activities is the heartbeat of DMA's work with JFHQ-DODIN in the defensive cyberspace mission area.

OGS organizes, for the first time, the cyberspace domain along the same lines as the other warfighting domains of air, land, sea, and space.

At the Senior Leader Engagement both LTG Lynn and RDML Creighton reinforced their personal commitment to supporting DMA and all DOD components. They noted JFHQ-DODIN's advocacy role for core elements of defensive cyberspace operations that touch on policy, resources, reporting, network-related orders, and sharing information and intelligence. Along with this, they reviewed how the organization will leverage the JFHQ-DODIN Operations Center (JDOC), a 24/7 hub for ongoing communication with all DOD components. The JDOC is the centerpiece for command and control actions, including a common operational picture, mitigation efforts, incident response planning, issuing orders related to DODIN operations, and assigning cyberspace forces, when and where needed.

# DMEO Set to Administer Survey

*By Ray B. Shepherd, DMA Director*

In the coming weeks you will receive an invitation to participate in the Defense Equal Opportunity Management Institute Organizational Climate Survey. The DEOCS is the DoD-mandated, confidential, command-requested organizational development survey focusing on issues of organizational effectiveness, equal opportunity/equal employment opportunity, and sexual assault response and prevention. The DEOCS program is managed and administered by the Defense Equal Opportunity Management Institute.

I ask that you take the time to complete this survey as it will help the DMA leadership assess our EO climate and your feedback will be used to verify the effectiveness of our current policies.

## Submitting to DMA Voice

Content is due no later than the 20th of the month before you would like it published in the Voice.

Send content to [DMAPublicAffairs@mail.mil](mailto:DMAPublicAffairs@mail.mil). Submission does not guarantee publication.

To submit personnel for the Spotlight, please send an email to request the submission form.



Send an email!



Sailors watch football on the forward mess decks of the aircraft carrier USS Theodore Roosevelt (CVN 71) after American Forces Network transitioned to a new broadcast signal. The new signal is much clearer than the previous one, enhancing the viewing experience for Sailors and Marines afloat. The Theodore Roosevelt is deployed to the U.S. 7th Fleet area of operations in support of maritime security operations and theater security cooperation efforts. (U.S. Navy photo by Mass Communication Specialist 3rd Class Alex Perlman/Released)

## American Forces Network Kicks Off New Video Transmission Method

*By American Forces Network*

American Forces Network successfully transitioned to high definition digital broadcasting to U.S. Navy ships in the Pacific Region via its Direct-to-Sailor service Nov.14, beginning the biggest change to AFN services in years.

The Nov. 14 event was the first phase of AFN's transition from standard-definition to high-definition television programming for much of its worldwide audience. All regions are scheduled to have high definition signals by Dec. 12.

"The transition to the new signal quality has been a work in progress and something we've been promising our audience for a while," said Col. Dave Honchul, AFN director. "We are always striving to offer our audience the best service possible. Our AFN viewing audience is finally getting this much anticipated and highly deserved upgrade."

Honchul said that unlike services that will soon be available to viewers living on and off base worldwide, the DTS service is not in true HD, but the quality has been vastly improved.

"Our Pacific Sailors and Marines serving on ships now have a viewing experience that is much more dynamic, much sharper and much crisper in detail than what they previously had," Honchul said. "It may not be HD on the ships, but the feedback from the Sailors and Marines has been fantastic. The new signal quality is a great hit."



Celebrating 242 years, Happy Birthday Marine Corps!



The 374th Airlift Wing recognized Sgt. Devin Phommachanh for her hard work and dedication as "Airlifter of the Week" in the month of October!



Personnel from AFN Pacific's Regional Media Center, Technical Services and AFN Tokyo dedicated hours of work throughout a two-week period to provide live broadcast support for President Donald Trump's visit to Yokota Air Base. The combined efforts resulted in a seamless broadcast of the event to millions around the globe through DoD and external media outlets and demonstrated DMA's commitment to providing our clients the best media services. A special thanks goes out the following personnel who made this a great success: Nicholas Tovo, Zoe Stagg, Ryan Haraschak, Master Sgt. Maalik Russell, Master Sgt. Steven Grant, Interior Communications Electrician 1st Class Brian Judkins, Staff Sgt. Blakeandrew Campbell, Interior Communications Electrician 3rd Class Mauricio Napier, Tech. Sgt. Mike Hutchinson, Mass Communication Specialist 1st Class Anthony Martinez, Mass Communication Specialist 2nd Class Michael Raney, Staff Sgt. Mariko Frazee, Sgt. Devin Phommachanh, Mass Communication Specialist 2nd Class Marc Castaneda, Mass Communication Specialist 2nd Class David Flewellyn, Mass Communication Specialist 2nd Class Taylor Mohr, Staff Sgt. Trevor Zens, Mass Communication Specialist 3rd Class Kirsten Palmertree, Senior Airman Dhruv Gopinath and Lance Cpl. Jessica Valencia.



Master Sgt. Steven Grant, AFN Diego Garcia, and Mr. Yasuhiko Kazeno remove equipment from electronics racks in preparation for an equipment upgrade at AFN Diego Garcia. (U.S. Navy photo/Mass Communication Specialist 1st Class Gary Johnson)



Personnel from American Forces Network Japan, Technical Services conduct an equipment upgrade at AFN Diego Garcia. (U.S. Navy photo/Mass Communication Specialist 1st Class Gary Johnson)



Mass Communication Specialist 1st Class Gary Johnson, left, and Chief Mass Communication Specialist Ryan Valverde assemble audio-visual cables for a new equipment install at AFN Diego Garcia. (U.S. Air Force photo/Master Sgt. Steven Grant)



Mass Communication Specialist 3rd Class Derien Luce, AFN Diego Garcia, is presented with a Joint Service Achievement Medal on behalf of Defense Media Activity by Chief Mass Communication Specialist Ryan Valverde. (U.S. Navy photo/Mass Communication Specialist 1st Class Sylvia Nealy)



Congratulations to Staff Sgt. Xaime Hernandez, AFN Humphreys training non commissioned officer for earning a Bachelor of Arts degree in Communication Studies from Ashford University!



Staff Sgt. Laurel Richards, AFN Osan, sits with other graduates before being awarded her diploma from the Community College of the Air Force. Richards is currently working on her Bachelor's Degree in Mass Communications.



AFN Daegu hosted the Korean Army Academy at Yeong Cheon as part of the Good Neighbor Program, demonstrating the capabilities of an AFN station and its role in the local community. The Good Neighbor Program is an educational outreach program that promotes better relations between the younger Korean generations, a future Korean leadership and the U.S. military community.  
8 | DMA Voice



Members at the Marine Corp Air Station Iwakuni took time to train and perfect their skills.



Sgt. Ryan Sharp tries to guide a blind folded Staff Sgt. Joseph Tolliver through a "Mine Field" by using his communications skills during AFN Humphreys sergeant's time training promoting active communication skills. The "Mine Field" exercise makes both communicators take a look at how precise they communicate and listen. (U.S. Army photo/Sgt 1st Class Wynn Hoke)



Mass Communication Specialist Seaman Tristan Hunter Collop, assigned to Armed Forces Network Bahrain, records an interview about exercise Iron Magic. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker/ Released)



Mass Communication Specialist 1st Class Michael Lindsey, assigned to Armed Forces Network Bahrain, sets up a video camera during AFN Bahrain's annual holiday shout-outs. (U.S. Navy photo by Mass Communication Specialist 2nd Class Naomi VanDuser/ Released)



Mass Communication Specialist 3rd Class Michael Harari, assigned to Armed Forces Network Bahrain, attaches a microphone to a participant of AFN Bahrain's annual holiday shout-outs. (U.S. Navy photo by Mass Communication Specialist 1st Class Michael T. Lindsey/ Released)



Mass Communication Specialist 3rd Class Rebekah David, assigned to Armed Forces Network Bahrain, sets up a holiday tree during AFN Bahrain's annual holiday shout-outs. (U.S. Navy photo by Mass Communication Specialist 2nd Class Naomi VanDuser/ Released)